

Sprint



Industry

Telecommunications

Client Description

Sprint is a global communications company serving 26 million business and residential customers in more than 70 countries. With approximately 72,000 employees worldwide and nearly \$27 billion in annual revenues, the Overland Park, KS-based company is represented on the New York Stock Exchange by the FON group and the PCS group.

Customer Requirements

Sprint was focused on acquiring the middle market with direct sales teams focusing on DSL and Long Distance Services.

SFI Solutions

Sales Focus was contracted to hire, train and manage a direct sales team that would aggressively target small to medium sized businesses in the southeast region of the USA. Sales Focus performed target market analysis, client acquisition strategy, process implementation, and organization development for the commercial sales force.

Results

Through the Sales Focus direct team of 15 sales professionals Sprint met their goal of client acquisition in the designated markets.